

## AMENDMENTS TO THE CLAIMS

Please amend the claims as indicated below.

1. (Currently Amended) An effect pigment ~~coating composition~~PVC plastisol comprising
  - (A) at least one finely divided PVC homopolymer having particle sizes of from 0.04 to 40  $\mu\text{m}$ , and which as a dispersion in a plasticizer exhibits dilatancy,
  - (B) at least one finely divided PVC homopolymer having particle sizes of from 1 to 400  $\mu\text{m}$ , and which as a dispersion in a plasticizer exhibits pseudoplasticity,
  - (C) at least one plasticizer, and
  - (D) at least one effect pigment, and
  - (F) at least one additive,wherein the at least one additive (F) ~~is comprises~~ an organic solvent, and the weight ratio (A):(B) is chosen so that the PVC plastisol exhibits pseudoplasticity.
2. (Currently Amended) The ~~coating composition~~PVC plastisol as claimed in claim 1, comprising at least one pigment (E) different than effect pigment (D).
3. (Canceled)
4. (Currently Amended) The ~~coating composition~~PVC plastisol as claimed in claim 1, comprising from 20 to 60% by weight, based on PVC plastisol, of finely divided PVC homopolymer (A).
5. (Currently Amended) The ~~coating composition~~PVC plastisol as claimed in claim 1, comprising from 5 to 30% by weight, based on PVC plastisol, of finely divided PVC homopolymer (B).
6. (Canceled)
7. (Currently Amended) The ~~coating composition~~PVC plastisol as claimed in claim 1, wherein (A):(B) = 5:1 to 1:5.

8. (Currently Amended) The ~~coating composition~~ PVC plastisol, as claimed in claim 1 ~~containing comprising~~ from 10 to 60% by weight, based on PVC plastisol, of plasticizers (C).

9. (Currently Amended) The ~~coating composition~~ PVC plastisol as claimed in claim 1, wherein the effect pigments (D) are selected from the group consisting of organic pigments , inorganic pigments, optical effect pigments, color effect and optical effect pigments, magnetically shielding pigments, electrically conductive pigments, anticorrosion pigments, fluorescent pigments, and phosphorescent pigments.

10. (Currently Amended) The ~~coating composition~~ PVC plastisol as claimed in claim 9, wherein the effect pigments (D) are selected from the group consisting of organic pigments, inorganic pigments, optical effect pigments, and color effect and optical effect pigments.

11. (Currently Amended) The ~~coating composition~~ PVC plastisol as claimed in claim 10, wherein the effect pigments (D) are selected from the group consisting of metal effect pigments, and effect pigments composed of metals and nonmetals.

12. (Currently Amended) The ~~coating composition~~ PVC plastisol as claimed in claim ~~12~~, wherein the pigments (E) are selected from the group consisting of organic pigments, inorganic pigments, color pigments, extender pigments, pigments which combine at least two of these properties, and nanoparticles.

13. (Currently Amended) The ~~coating composition~~ PVC plastisol as claimed in claim 1, wherein additives (F) are selected from the group consisting of PVC stabilizers, light stabilizers, organic solvents, and synergists for halogen flame retardants.

14. (Currently Amended) A process for producing ~~a coating composition~~ an effect pigment PVC plastisol comprising effect pigments as claimed in claims 1, ~~or 2, or 3~~ which comprises mixing its constituents (A) , (B), (C), and (D), and (F); ~~(A), (B), (C), (D), and (E)~~;

~~(A), (B), (C), (D), and (F);~~ or (A), (B), (C), (D), (E), and (F); and homogenizing the resulting mixture.

15-17. (Canceled)

18. (Currently Amended) The ~~coating composition~~ PVC plastisol as claimed in claim 10, wherein the effect pigments (D) comprise nonmetallic effect pigments.

19. (Currently Amended) A method of producing an effect coating comprising applying the ~~coating composition~~ PVC plastisol of claim 1 onto a metal strip, and thermally curing the ~~coating composition~~ PVC plastisol.

20. (New) The PVC plastisol as claimed in claim 1, wherein the plasticizer comprises a phenolic ester.

21. (New) The PVC plastisol as claimed in claim 1, wherein the plasticizer comprises a phenolic ester, an adipic ester, and a butyric ester.

22. (New) An effect pigment PVC plastisol comprising

(A) at least one finely divided PVC homopolymer having particle sizes of from 0.04 to 40  $\mu\text{m}$ , and which as a dispersion in a plasticizer exhibits dilatancy,

(B) at least one finely divided PVC homopolymer having particle sizes of from 1 to 400  $\mu\text{m}$ , and which as a dispersion in a plasticizer exhibits pseudoplasticity,

(C) at least one plasticizer, and

(D) at least one effect pigment,

wherein a coating formed from the PVC plastisol has a difference in  $L^*$ , when measured at  $15^\circ$  and at  $75^\circ$ , of an absolute value of at least 41.3; a difference in  $a^*$ , when measured at  $15^\circ$  and at  $75^\circ$ , of an absolute value of at least 15; and a difference in  $b^*$ , when measured at  $15^\circ$  and at  $75^\circ$ , of an absolute value of at least 5.8.

23. (New) A coil coating comprising the PVC plastisol of claim 1.